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# Forsyth Tobacco

To: Rene Patterson  
Company: Express Mart

Fax: 315/446-1355

From: J. M. PISCITELLI  
Company: RJR/FORSYTH TOBACCO  
Phone: (910) 741-7296 or (216) 779-1888  
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Date: 3/24/93

Pages including this  
cover page: 2

Comments: URGENT AND CONFIDENTIAL

Forthcoming is revised pricing structure for your Forsyth Private Label effective April 4, 1994.

As outlined in your letter forwarded last week, you should contact your distributor and agree on a date inventory bought under the higher off-invoice program will be sold through to your stores, along with the effective date of the new price structure.

The actual off-invoice change will be on all invoices to distributors Monday, April 4, 1994.

I will be in my Cleveland Office on Monday and Tuesday, March 28 and March 29, (216/779-1888). Call with any questions.

*JM*  
Jim Piscitelli

*cc: Bruce Clark*

*PC*

51860 3269

## EXPRESS MART - PILOT - 4/04/94

### ALL STYLES

LIST PRICE	\$8.49
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RETAIL FEATURE (OFF-INVOICE)	1.17
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NET INVOICE	\$7.32
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MONTHLY P/L REBATE	.33
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QUARTERLY MARKETING ACCRUAL*	.30
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SEMI-ANNUAL SHARE OF CATEGORY	.25
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SEMI-ANN SHARE OF CAT. BONUS	.25
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POTENTIAL NET PRICE	\$6.19
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PREPAID UPFRONT BONUS PAYMENT	.20
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DEAD NET PRICE	\$5.99
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\* ALLIANCE PROGRAM - MARKETING PROGRAM (COUPON, ETC.)

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